

MOLSON COORS BREWING CO
 Form 4
 September 12, 2006

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 Boyce Kevin

(Last) (First) (Middle)

C/O MOLSON COORS BREWING COMPANY, 1225 17TH STREET, SUITE 3200

(Street)

DENVER, CO 80202

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
 MOLSON COORS BREWING CO [TAP.A; TAP]

3. Date of Earliest Transaction (Month/Day/Year)
 09/08/2006

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)
 Director 10% Owner
 Officer (give title below) Other (specify below)
 Pres. & CEO Molson Canada

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Class B Common Stock					3,000 ⁽¹⁾	D	
Class B Common Stock	09/08/2006		M ⁽²⁾	5,000 A	\$ 61.605	8,000	D
Class B Common Stock	09/08/2006		S ⁽²⁾	200 D	\$ 69.83	7,800	D

Class B
Common Stock 09/08/2006 S⁽²⁾ 4,800 D \$ 69.73 3,000 D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)
Employee Stock Option (Right to Buy)	\$ 69.9802					⁽³⁾ 05/12/2014	Class B Common Stock 8
Employee Stock Option (Right to Buy)	\$ 74.355					⁽³⁾ 03/15/2015	Class B Common Stock 14
Class B Exchangeable Shares of Molson Coors Canada Inc.	\$ 0					02/09/2005 ⁽⁴⁾	Class B Common Stock
Class B Common Stock	\$ 69.14					03/16/2007 ⁽⁵⁾ 03/16/2016	Class B Common Stock 20
Employee Stock Option (Right to Buy)	\$ 61.605	09/08/2006		M ⁽²⁾	5,000	07/01/2006 ⁽⁵⁾ 07/01/2015	Class B Common Stock 5

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Boyce Kevin
C/O MOLSON COORS BREWING COMPANY
1225 17TH STREET, SUITE 3200
DENVER, CO 80202

Pres. & CEO Molson Canada

Signatures

Laura L. McGee as agent for Kevin T. Boyce 09/12/2006

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This restricted stock grant vests in full on March 16, 2009.
- (2) Mr. Boyce executed a cashless option exercise and sale of the underlying shares of common stock.
- (3) This option is fully vested and exercisable.
- (4) There is no expiration date.
- (5) This option vests in three equal annual increments beginning on the first anniversary of the grant date.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.